

Peach Launches Corporate Website and the PEACH LIVE WEB

Two websites for experiencing the Peach brand are unveiled on the birthday of the Peach brand

- Launched on the birthday of the Peach brand on May 24
- Offering both a website for viewing on PCs and on smartphones
- Offered in two languages: Japanese and English

Osaka 24 May, 2017 - Peach Aviation Limited (“Peach”; Representative Director and CEO: Shinichi Inoue) announced today, the day that it first disclosed the Peach brand name*, that it has launched its official corporate website (URL: corporate.flypeach.com/en) and PEACH LIVE WEB (URL: www.peachlive.net), the Peach magazine publication distributed free of charge.

*The Peach brand was unveiled on May 24, 2011.



Corporate website (overview)



PEACH LIVE WEB (overview)

In addition to the company overview offered to date, the corporate website provides introductions to Peach’s initiatives for safety as well as examples of collaborations that go beyond the expected constraints of an airline. The design based on fuchsia pink, which is Peach’s corporate color, and photos highlighting scenes from various types of travel are filled with the company’s desire to have many people experience the world view of Peach.

PEACH LIVE WEB is a web version of PEACH LIVE, a magazine launched in July 2016 and offered free of charge. Previous issues may be viewed on the site where introductions are offered on recommended shops and tourist attractions that couldn’t all be introduced in print. In the same way as the print edition, the website is based on the flavor of a women’s fashion magazine and is partial to articles that have culture rather than trends as a peg and a discerning eye for photogenic imagery that offer a vivid sense of being there.

Both websites are offered in two languages (Japanese and English) for viewing on both PCs and smartphones.

Peach will continue to offer ideas for new styles of travel and deliver the appeals of various regional locations that have yet to be discovered through casual, HAPPY journeys in the sky that are unique to Peach. Look forward to all that Peach has to offer.

[About Peach \(www.flypeach.com\)](http://www.flypeach.com)

Peach began its services in March 2012 with Kansai Airport as its hub. It established Naha Airport as a secondary hub in July 2014 and began servicing Haneda Airport in August 2015. More than 13,000 passengers currently fly Peach each day as it operates more than 90 daily flights, servicing 12 domestic and 13 international routes with its 18 aircraft. Peach is planning to set up a hub at Sendai Airport in September 2017 and at Shin-Chitose Airport in FY 2018.